

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019 SESSION

LOB 1027 – ORGANISATIONAL BEHAVIOUR IN STRATEGIC COMMUNICATION

(All sections)

13 OCTOBER 2018
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE** page only.
2. Answer **ALL** questions.
3. Write all your answers in the *Answer Booklet*.

STRUCTURED QUESTIONS [50 MARKS]

Instruction: Answer *ALL* questions.

1. Explain the terms “organisations” and “organisational behaviour”. (4 marks)
2. State *three* reasons for studying organisational behaviour and explain each of them. (6 marks)
3.
 - a. Explain the term “personality”. (2 marks)
 - b. Drawing on your knowledge of Freud’s psychoanalytic theory, explain why the ego is sometimes referred to as the “executive of the personality”. (3 marks)
4. Give *two* important reasons for understanding self-concept by managers and explain each one. (2 marks)
5.
 - a. Explain the basic features of human perception processes. (2 marks)
 - b. Attitudes are learned predispositions to respond in a particular way, either positively or negatively, towards things, people, situations, ideas and events. Attitudes have *three* components. Explain these components. (3 marks)
6. Organisational commitment is the strength of an employee’s devotion to their employer and job involvement is the degree to which employees identify with their job, participate actively in it, and consider it to be a key determinant of their self-worth.
Explain *five* ways a manager can raise organisational commitment and job involvement. (10 marks)
7. Explain Likert’s *four* key styles or “systems” of leadership. (8 marks)
8. Tuckman examines the development of the whole group into a four stage process. Identify any *four* stages and explain each. (10 marks)

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